

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
 Order / Rev: 698777 - 5
 Alt Order #: 6227467
 Product Desc: AMERICAN CROSSROADS
 Estimate: 690
 Flight Dates: 09/04/12 - 09/14/12
 Original Date / Rev: 09/12/12 / 09/12/12
 Order Type: Political

WTLV-TV
 Primary AE: Jim Quinn
 Sales Office: T-PHI
 Sales Region: NAT

Agency
 Name: Crossroads Media/ POL
 Buying Contact:
 Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: American Crossroads
 Demographic: A35+
 Product Codes: IS-Candidate/Presidential
 Priority: P-3
 Revenue Codes: AGY, GEN, POL

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	67	\$24,990.00	\$21,241.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	67	\$24,990.00	\$21,241.50	0.00
Totals	67	\$24,990.00	\$21,241.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	23%	\$24,990.00
Market	100%	\$108,652.17

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	13%	\$14,124.78
WCWJ	0%	\$0.00
WJXT	22%	\$23,903.48
WJXX	9%	\$9,778.70
WTEV	33%	\$35,855.22

mg 71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WTLV	09/08/12	09/08/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1			\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	09/03/12-09/09/12		Sat 7-730p		Sat 7p-7:30p	-----Sa--	:30		(\$250.00)		0.00	NM		
Credited															
N71	WTLV	09/13/12	09/14/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	---TF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1			\$250.00		0.00			

Order / Rev: 698777 - 5
Alt Order #: 6227467
Flight Dates: 09/04/12 - 09/14/12

Advertiser:	American Crossroads
Product Desc:	AMERICAN CROSSROADS
Estimate:	690

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Totals														67	\$24,990.00